



For Immediate Release

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Afinium Receives the Queen's Award for Enterprise

April 22, 2016 (London) - Afinium, based in London, today won the prestigious and much sought after Queen's Award for Enterprise. Afinium provides marketing and sales software platforms for the global financial services industry. The award is based on financial criteria that includes outstanding growth in overseas sales as well as an innovative product or service that has shown "outstanding commercial success as a result of innovation over 2 years."

The awards are presented at a Royal reception at Buckingham Palace, hosted by Her Majesty The Queen.

Founded in 2012, Afinium has achieved rapid international growth primarily in the North American market. Today, the company's client list includes numerous Fortune 100 clients.

Matthew Hooper, Afinium CEO said, "The UK has always been at the leading edge in many areas of technology and we could not be more delighted to be a recipient of this award. At Afinium we are very proud to have successfully installed our cloud-based platform in

many multi-national companies, allowing them to market their products more effectively.”

Robert Paterson, Afinium Chairman added, ‘Winning this prestigious award is confirmation that despite the size of a business, the skills and talent that reside in Britain compete very successfully on the global stage. This award is in recognition of our growth and our success internationally.’”

About Afinium (www.afinium.com)

Afinium Ltd is a cloud based technology business that offers multi-channel sales and enrollment platforms that emulate and improve on face-to-face selling of highly regulated insurance and financial services products. It currently licenses its ‘Stream’ product to Fortune 100 Insurance companies in North America, and is rolling out internationally.

A unique feature of Stream is its self-learning algorithms that can personally engage each prospect based on their demography, profile, behavior, and responses, and guide them through the product selection process in the most compelling manner and in the shortest time.

Summary videos:

<https://episend.me/swy2423chw>

<https://episend.me/hz1owpyptcz>

For more information about Afinium, contact Jim Ouimet, President, U.S. Marketing and Sales for Afinium. He can be reached at Jim.Ouimet@Afinium.com or 215-862-3080.

About the Queen’s Award:

The Queen's Awards for Enterprise are the UK's most prestigious business awards, given only to companies or individuals who are outstanding in their field.